# R/Marketing

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Galvanize Data Science
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## Project Goal

#### What are your fans thinking about?

Game Release



**Reddit User Reaction** 



↑ Terraria 1.3 Officially Released
submitted 9 hours ago by ShinyBlueUnicorn
438 comments share save hide report

↑ PlayStation 4 dominates Europe
submitted 9 hours ago by delacct
100 301 comments share save hide report

### Sentiment Analysis



**Scrape 18K Comments** 

**Sentiment Extraction** 

Calculation

### Community Detection



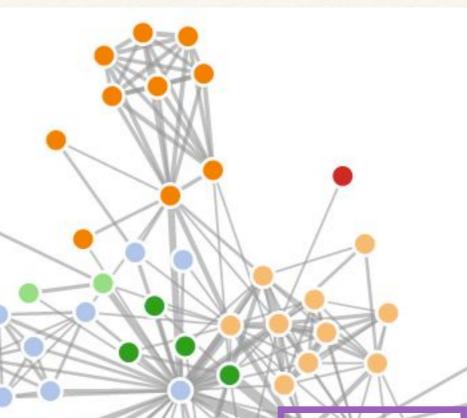
**Users: 232** 

Overall Sentiment: +ye

Feedback: "Simple Gameplay"

"ExodX no eldaliavA"

"Monochrome title"





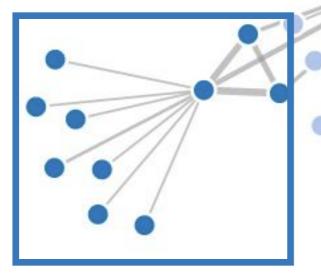
**Users: 104** 

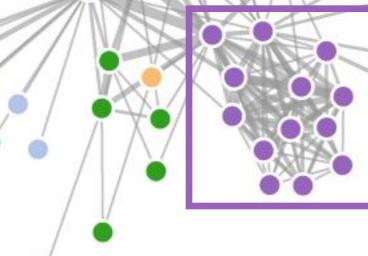
Overall Sentiment: -ve

Feedback: "Too slow!"

"Confusing trailer"

"So many games"





#### **Nearby Communities**





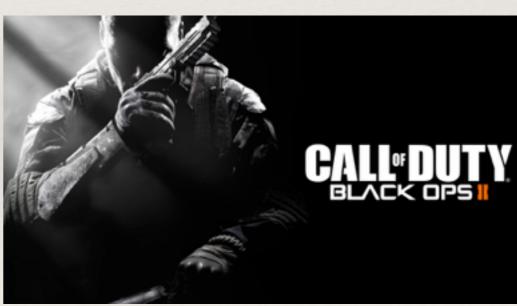
↑ Black Ops 2 seems to have a

Submitted 2 years ago \* by BeerGogglesFTW

132 comments share save hide report







#### **Future Work**

#### Model community response over time

- Community sentiment change over time
- \* Track frequency of comments per game over time